

PHILCO SERVICEMAN



RADIO · MANUFACTURERS · SERVICE · NEWS

APRIL, 1941

Auto Radio Sales Increased Through Philco Service Organization

EDITORIAL

SPRING HOUSECLEANING

In most parts of the country April seems to be the month for Spring housecleaning. This year Spring housecleaning, as far as the radio serviceman is concerned, is a natural because the reallocation of stations has brought about one of the most profitable times the service industry has ever known.

Every Job A Prospect

Naturally, the first thing in connection with Radio Moving Day was to change the setting of push-buttons to the new frequencies, but later in the month there is plenty of follow-up work to be done in the way of regular service. Every job on which you made the push-button change is a prospect for additional sales and service. We would venture to say that there is a very small percentage of the radio sets in use today that could not be improved to some extent by complete realignment of the oscillator and I.F. circuits. Improvement in radio performance can likewise be effected through the installation of new aerials on those sets which operate with the outside aerial. As a matter of fact, many sets designed for an outside aerial are being used (unsatisfactorily to the customer) on a piece of wire indoors. Certainly every case of this kind should be sold an outside aerial installation. Complete testing of tubes or replacement of defective tubes improves the performance of any radio.

Profitable Tune-Up

Items of this nature are in the category of tune-up work which the average customer will not request until the radio actually ceases to play. The customer knows that the work should be done, but it is one of those things that he keeps putting off because he does not want to make the expenditure unless it is absolutely necessary. In your contacts with these customers on resetting push-buttons, you have the opportunity to point out the need for these tune-up improvements and during the month of April your call-backs or your follow-up telephone calls will be most profitable. Such work will not come to you readily without any effort on your part, but it can be obtained with surprising ease if you will simply ask the customer for it. The months of April and May should be the most profitable months in your radio service history.

Contracted Installations Popular with Dealers

Many radio dealers are doing a tremendous Philco auto radio sales job since they found out about the Philco Warranty Service Stations.

All the dealer has to do is sell the set and send it to the nearest Philco Warranty Service Station with which he has made an installation agreement. The Warranty Service Station can take care of the rest from there on including service during the 90 day warranty period.

Over 2000 Stations

Philco has built up during the past few years the largest and finest auto radio installation and service organization in the world. There are over 2000 strategically located Philco Warranty Service Stations that are in a position to give the Philco dealer the finest type of installation and the best service after installation at a very low cost. These Warranty Service Stations are very close to the Philco organization in Philadelphia and also to the local Philco distributors throughout the country. Hardly a week goes by that there isn't at least one letter containing technical information going out from Philadelphia Service Headquarters to each of the 2000 Warranty Stations around the country. These stations are supplied immediately with complete technical information, wiring diagrams and parts lists on all new Philco models, and they are also informed from time to time of the technical changes and improvements which Philco is constantly making in the sets. As a result this carefully picked and fully trained service organization is in a better position to do first-class installation and service work for Philco auto radio dealers than any one else in the industry.

Dealer Can Forget Installation

Many dealers are already utilizing these facilities with the result that their



auto radio sales have jumped tremendously. In practically all cases, the dealer makes a written agreement with the Warranty Service Station for a specified charge on all types of installations, and this charge includes free service during the warranty period. As a matter of fact, it is unnecessary for the dealer to have to worry about free replacement of parts or tubes in the event that such replacements should be required. The Warranty Service Station is set up to deal directly with the distributor on such replacements. An arrangement can be made, therefore, between the radio dealer and the Warranty Service Station to handle the dealer's installation at a flat cost per set including all service during the 90 day warranty period. After the expiration of the warranty period the dealer can continue to send customers to the Warranty Service Station and can be assured that the customer will receive the finest service attention at a most reasonable cost.

Distributor Information

Your Philco distributor is in close touch with all of the Warranty Service Stations in his territory. If you as a dealer are not already taking advantage of this great Philco set-up, we suggest that you find out now from your Philco distributor who the nearest Warranty Service Station is and that you make arrangements for these installations. Your auto radio business will prosper accordingly.

More Service Hints Offered on Philco Radio Phonographs

1—Rumble and mistracking may be due to not enough head weight or pressure where the jewel rides in the record groove. The weight or pressure can be increased to 1½ oz. maximum. The counterweight in the heel of the tone arm should be moved toward the spindle as far as possible and holes should be drilled in the counterweight to lighten it so that the weight or pressure of the head is increased. The head weight should be checked using the Philco Scale Part No. 45-2051.

2—Viscaloid strips ½" x 1" can be obtained from the Distributor's Service Department. They should be folded in half and forced between the tone arm mounting bracket and the tone arm shell, one on each side. Touching the viscaloid with a hot soldering iron will fasten it to the metal. This is an excellent cure for flutter and rumble. The viscaloid dampens the vibrations to the tone arm which might cause flutter and rumble. (Part No. 27-9838.....02 list).

3—Theoretically, the light beam is properly set when it is half "on" and half "off" the photo-electric cell. Due to the slight variations in the cell sensitivity there may be distortion in some extreme cases and it may be necessary to readjust the light beam to approximately one-third "on" the cell and two-thirds "off". This should only be done in cases of distortion. If this adjustment does not correct the trouble, the light beam should be set back again to half "on" and half "off".

4—Flutter, mistracking, rumble and distortion can all be caused by a stiff mirror and jewel assembly. Check the flexibility of this assembly. With the record changer stopped and with the clutch opened, put a record on a turntable and place the tone arm on the record. Open the peep hole in the pick-up cover—the light beam should be 5/32" wide and should be half "on" and half "off" the photo-electric cell. Hook the Philco Scale, Part No. 45-2851, under the cover at the nose and pull laterally, first toward the spindle and then away from the spindle. The jewel assembly should be sufficiently flexible to allow the light beam to be pulled completely off the cell and completely on the cell with less than 1 oz. of lateral pull—from ½ oz. to ¾ oz. is the most desirable. Replace the mirror and

Cleaning Refrigerator Breaker Strips

Under extremely dry atmospheric conditions, it has been noted that the moulded top breaker strip in the new advance design Philco models occasionally seems to collect dirt and bits of foreign material from the air when the refrigerator is on display.

This condition is caused by the fact that the material of the moulded breaker strip is an extremely good electrical insulator. Contact with the atmosphere or particularly contact with a dry cloth when polishing produces a static electric charge which tends to draw small bits of dust and dirt from the air. As soon as the affected part is dampened with a damp cloth, the foreign material immediately falls off the surface because there is an electrical discharge which relieves the static condition. Of course when the refrigerator is in operation there is a sufficient amount of moisture from condensation which adheres to this top breaker strip to create a permanent electrostatic grounding condition, and the bits of dirt and other foreign matter cannot be attracted to the surface.

jewel assembly if more than 1 oz. pull is required.

5—The jewel normally extends 1/32" below the guard. It should be vertical with respect to the surface of the record when viewed from in front of the pick-up head. When viewed from the side, the jewel is at quite an angle to the surface of the record. Do not attempt to change this angle. It permits the jewel to track in the groove with a minimum of surface noise. Any change from the original setting will affect the frequency response.

6—While playing a record, observe the light beam through the peep hole in the cover to determine whether the tone arm drag is pulling the light beam "off" the photo-electric cell. There will be a noticeable pulsing due to the clutch action, but if the light beam is pulled "off" the cell, the tone arm should be checked for drag and the clutch checked for proper opening.

7—When replacing a mirror and jewel assembly or an exciter lamp, the light beam should be centered vertically and should not extend to the top nor to the bottom edge of the frame around the photo-electric cell. It may be necessary to use paper shims under the mirror and jewel assembly to line it up properly.

A New Sales-Maker



Designed to boost home recording blank sales and stimulate consumer interest in home recording, this new record display will prove invaluable to the dealer. It will more than justify the small amount of counter space required, and if placed in the window, will actually help to increase store traffic.

The display is attractively lithographed in three colors and is durably constructed for long service. A rear compartment provides adequate storage space for a complete stock of recording blanks. The single 8-inch record on the front of the display is held in place by three die-cut tabs.

The new Philco Indexed Album is prominently illustrated because of the tremendous sales appeal provided by this exclusive Philco packing. This album package gives the customer a permanent place to store and file his collection of home recordings. It is the most convenient kind of album to use because it requires no turning of pages, yet keeps the individual records separated from each other and provides complete protection from dust or injury.

The display is supplied by Philco Distributors at no extra cost with six packages of Philco Safety Records of any assortment from the following types.

6½-INCH PAPER BASE RECORDS—Album package of eight records—Part No. 45-2853—List Price \$1.00.

8-INCH PAPER BASE RECORDS—Album package of five records—Part No. 45-2852—List Price \$1.00.

6½-INCH METAL BASE RECORDS—Album package of five records—Part No. 45-2838—List Price \$1.00.

10-INCH METAL BASE RECORDS—Album package of five records—Part No. 45-2839—List Price \$2.00.

Continued on Page 4, Column 3

PHILCO AUTO RADIO AERIALS

LOWER PRICED . . . and BETTER

and NOW in addition
you get this display

FREE!

with the purchase of the four
aerials described below:—

THREE-WAY MOUNTING AERIAL

3 sections — 65 inch.

Part No. 91-0216. List Price \$2.95

Less your regular discount.

STREAMLINED COWL AERIAL

3 sections — 65 inch.

Part No. 91-0219. List Price \$2.95

Less your regular discount.

STREAMLINED COWL AERIAL

4 sections — 88 inch.

Part No. 91-0220. List Price \$4.25

Less your regular discount.

DUO-FLEX AERIAL

Adjustable in BOTH directions.

Lead-in includes additional 18-
inch section, waterproofed
with heavy rubber sleeve for
fender installations.

3 sections — 65 inch.

Part No. 91-0217. List Price \$3.45

Less your regular discount.

LOOK AT THESE FEATURES

Extra heavy, life-tested plating . . . Anti-Rattle Con-
struction . . . Low loss, high quality lead-ins with new
push-in plugs. See Philco 1941 Parts Catalog (page 6) for
full details.



ORDER FROM YOUR
PHILCO DISTRIBUTOR

TODAY!

NEW!

PHILCO HIDEAWAY AERIAL

LOWER PRICED!

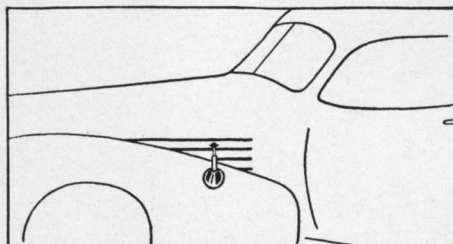
Completely adjustable
to the slant of mounting
surface of car.

Ball and socket joint
adjustable to slant of
upper surface.

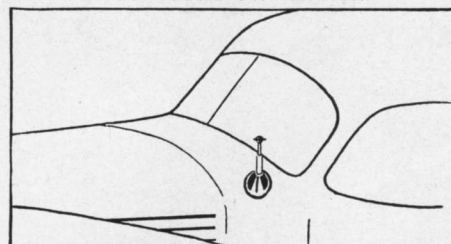
Sliding bracket
adjustable to slant of
lower surface.

Universal brace for
rigid mounting.

FOR FENDER INSTALLATION



FOR COWL INSTALLATION



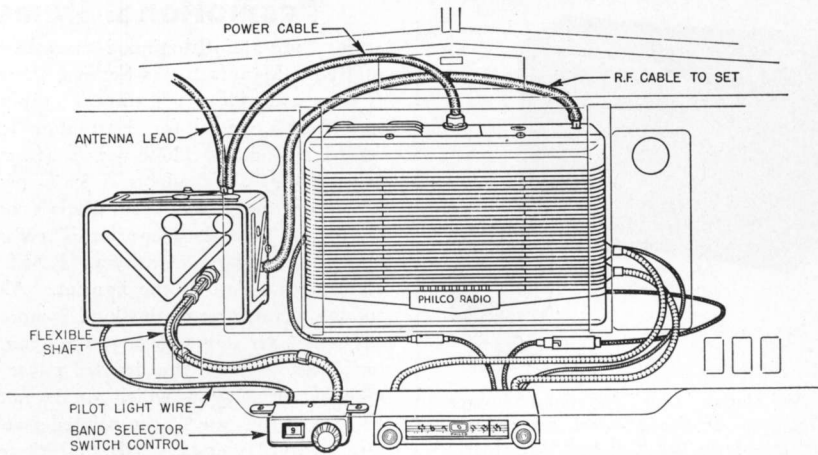
High "Q" lead-in includes additional 18-inch waterproof section covered with heavy rubber sleeve for fender installations. No adaptor kits, lead-in extensions, etc., to buy! 3-section aerial rod extends to 45 inches. Concealed portion of aerial projects only 15¾ inches below surface of fender or cowl. Part No. 91-0227.

List Price Only . . . \$3.95!

LESS YOUR
REGULAR
DISCOUNT

LATEST TYPE PUSH-IN CONNECTORS USED ON LEAD-INS OF ALL PHILCO AERIALS
ADAPTORS FOR BAYONET SOCKETS SUPPLIED ON REQUEST — NO CHARGE

Philco Auto Radio Short-Wave Tuning Unit Recently Announced



Showing Short-Wave Tuner Installed

Philco's short-wave tuning unit for auto radios has already become a sensation all over the country. The tremendous short-wave sensitivity which is available through the use of this new tuner makes possible reception of many foreign stations which have never been heard before on the ordinary home set equipped for foreign station reception.

The larger and more powerful internationally known short-wave stations are received with the Philco short-wave tuner far more consistently and with greater volume than was ever thought possible in an auto radio receiver. Interestingly, this remarkable short-wave radio reception is obtained with extremely little ignition interference particularly when the installation is made strictly in accordance with instructions.

The Philco Short-Wave Tuner is a small unit which is mounted on the fire wall at some convenient point near

the standard 1941 Philco auto radio set. There is only one control, a short-wave change switch, and this is mounted on the dash near the standard control of the radio. Power for the short-wave tuner is supplied from the radio set itself. Four different short-wave bands are provided as follows:

- 6.2 — 6.0 M.C.
- 9.7 — 9.5 M.C.
- 11.9 — 11.7 M.C.
- 15.1 — 15.35 M.C.

Short-wave stations are tuned in by means of the manual control knob on the radio between approximately 11.5 and 16 on the radio dial.

The actual installation is very simple. More work must be done on motor interference suppression with the short-wave tuner than on the ordinary set and complete instructions for this suppression work are packed with each short-wave tuner.

NEW AUTO RADIO SERVICE SIGNS AVAILABLE



The attractive yellow sign illustrated above and the metal flange sign illustrated on the first page of this issue of the Philco Serviceman have recently been made available to all Philco Warranty Service Stations. The electric sign (Form PR-863) sells at a net price of \$3.25. It is a 3-color neon effect with chrome trim and unbreakable acetate ends in red. The overall size is 9" high, 19" wide, and 4" deep. The sign can be suspended in a window or can be set on the window floor.

The metal flange sign is constructed of heavy gauge steel, 14" high and 20" wide. The sign is yellow and blue background with blue and yellow lettering. It is weather-proof and is large enough to be readable approximately 80 feet. This metal sign is Form PR-849, net price \$1.00. Both of the above items are obtainable from the Philco distributor.

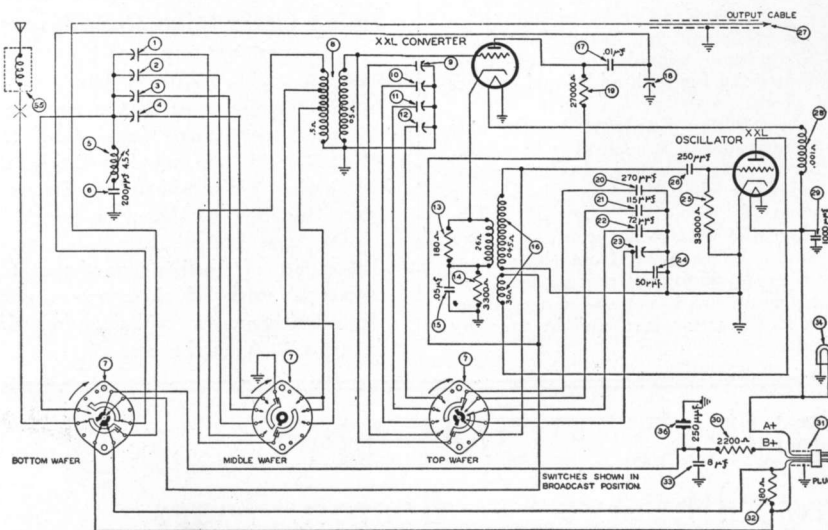
Philco Little Mike Condensers Featured In April Special

During the month of April, all Philco distributors are featuring a special on Philco Little Mike Condensers of an additional 10% discount.

The famous Little Mikes are dry electrolytics using etched foil construction. They are particularly desirable for use in replacing any types of larger electrolytic condensers that are no longer available. They can be mounted in any position and they can be absolutely relied upon for long, uninterrupted service.

Philco Little Mikes are available in working voltages from 50 to 475 volts and in capacities from 3 to 40 mfd. They are also available in various voltages in 2-section types with a common negative in capacities ranging from 4-4 mfd. to 40-60 mfd. They can also be had in 2-section types with separate

Continued on Page 4, Column 3



Wiring Diagram Philco Short-Wave Tuner, Model SW-1

PHILCOPHONE SALES AWAIT THE ALERT SERVICEMAN

Inter-Communication Does Share In National Defense Speed-Up

The specialty sales and installation of Philcophones by servicemen can be one of the most profitable lines of activity in the service business.

Experience has shown that inter-communicating systems cannot ordinarily be sold successfully in any quantity as over-the-counter package merchandise. These systems must be sold on the basis of installed performance. It is necessary therefore that the selling be done in the majority of cases either by a serviceman or by a specialty salesman who is entirely familiar with the performance and installation of the equipment. It is also preferable that the individual who makes the sale either makes the installation himself or at least supervises it so that the customer will be in close contact with the salesman at all times.

The comparatively low cost of the new Philcophone, its quality performance, and its ease of installation have overcome any of the objections to the earlier type Philcophone of several years ago. For office and home inter-communication, the present model Philcophone is one of the most desirable instruments which has ever been offered to the public.

A National Defense Help

With the national defense program getting into full swing, the crying need in industry throughout the country is speed. Certainly, the Philcophone is the answer as far as inter-communication is concerned. The saving of steps between executives and their assistants and between different department heads is a saving in time, and this time conservation today is all-important all over the country. Many offices and industrial organizations are now putting in Philcophones in order to get quicker communication and be closer to immediate sources of information. Interestingly, one of the biggest outlets for Philcophones during the past few months has been with the army in various new camps and forts throughout the country. Headquarters and quartermasters' offices must be in immediate communication with various other offices throughout the camp and the Philcophone again is the answer.



As always, the American homes offer one of the greatest possibilities for the sale of the Philcophone. Inter-communication between the children's room and other rooms of the house is important in thousands of homes. People will buy this equipment if they are told about it.

Small Store Installations

In thousands of small neighborhood stores throughout the country, the owners live in an apartment or house back of the store or above the store. Philcophone installations have been made in places of this kind so that the person who is attending the store can have immediate communication with the family at any time whenever additional help is needed. Here again, store people will buy such equipment if they are told about it and if they are shown how it can save time and energy.

Profitable New Business

After the Radio Moving Day activity has been taken care of in the early part of April, and after the additional service work which is discovered during Radio Moving Day is handled, many servicemen are going to be looking around for additional work. The sale and installation of the Philcophone provides a marvellous opportunity for such additional sources of profit.

Your Philco distributor has the new Philcophones in stock and is in a position to set you up in business now. Remember that the price is low as compared with the original Philcophone and with other communicating systems. The profit from the sale as well as the additional charges made for installation work can be most attractive to the serviceman and the specialty dealer.

R.M.S. Pencils Added to Line of Promotional Items

For promotional-minded members of Radio Manufacturers Service, there is now available for members only a new R.M.S. pencil for distribution to service customers. These pencils (form No. PR859) are available at \$3.75 per gross imprinted with the dealer's or serviceman's standard imprint. There is also the standard identifying R.M.S. emblem as a part of the imprint. Although advertising of this kind is more expensive per unit than a printed card or folder, there is the decided advantage of permanency which would not be true in the case of the printed matter. R.M.S. members will find these new pencils to be a profitable advertising investment.

A New Sales-Maker

Continued from Page 2

The 6½-inch records are the right size for recording personal messages or short excerpts from radio programs. The 8-inch size will record the playing of a standard 10-inch commercial record on radio programs. The 10-inch record, the playing time of which is over four minutes, is especially suitable for recording longer passages from radio programs.

All Philco Safety Records are made to conform to the highest standards of quality and uniformity. Recommending these records to all of your radio-phonograph customers will ensure uniformly satisfactory recordings and a steady volume of repeat business on recording blanks.

Philco Little Mike Condensers

Continued from Page 3

leads, in double 8's up to double 20's. In the 3-section type with a common negative, they range from 4-4-8 to 40-20-20 mfd. A complete listing of the Philco Little Mike Dry Electrolytic Condensers is shown on page 12 of the new Philco Parts Catalogue. The month of April is a good time to lay in a stock of these ever-useful electrolytics and you will save yourself an extra 10% on the cost.

J. H. BURKE COMPANY
674 Commonwealth Ave. — Boston, Mass.

Phone: Kenmore 3170

EDWARD F. O'DONNELL — Service Manager